

## HISPASAT is collaborating with the ATRESMEDIA Foundation in broadcasting the FAN3 channel for hospitalised kids

- The operator is backing the Humanising Children's Hospital Programme of the ATRESMEDIA Foundation, helping to broadcast the FAN3 channel.
- FAN3 is broadcast to more than 180 hospitals throughout Spain thanks to the collaboration of HISPASAT's satellites.
- This initiative forms part of HISPASAT's Corporate Social Responsibility policy, in its commitment to help people and communities to develop.

**MADRID, 31 January 2019.** HISPASAT, the Spanish telecommunications-based satellite operator, has renewed its agreement with the ATRESMEDIA Foundation to collaborate in broadcasting the FAN3 television channel via satellite, dedicated to hospitalised children. This initiative forms part of the Foundation's "Humanising Children's Hospitals" Programme.

The Spanish operator is helping to broadcast the channel to more than 180 hospitals from all the autonomous communities which currently benefit from this initiative. This way, hospitalised children can access 13 hours of uninterrupted, commercial-free programming, free of charge, from Mondays from 9:00 a.m. until 10:00 p.m. All its contents are supervised by the Spanish Paediatric Association (AEP) and the Official Association of Psychologists (COP).

FAN3 is the first television channel designed specifically for hospitalised children. The channel brings together entertainment contents –series, animated shows- with informative pieces that help children understand the processes they are experiencing and to become familiar with their disease and the hospital environment, in a pleasant manner tailored to their language.

The agreement forms part of HISPASAT's Corporate Social Responsibility policy and its commitment to help people and communities to develop. At the same time, the project helps to provide healthcare information for these children.

The company actively participates in various initiatives that can contribute to helping people with special needs or in vulnerable situations, such as hospitalised children.

For Elena Pisonero, president of HISPASAT *"it is a source of pride for us that satellite technology can form part of a project like this, bringing multimedia contents to hospitalised children that help them to have fun, learn and lead a normal daily life to the extent possible, taking their circumstances into account"*.

For the director of the ATRESMEDIA Foundation, Carmen Bieger, *"it is a privilege to rely on a partner like HISPASAT. Thanks to their support, the hospitals can enjoy FAN3 programming and help the time in the hospital be as pleasant and entertaining as possible for the kids and their family members"*

DIRECCIÓN DE COMUNICACIÓN

**About HISPASAT**

HISPASAT is comprised of companies that have a presence in Spain as well as in Latin America, where its Brazilian affiliate HISPAMAR is based. HISPASAT is a world leader in content distribution in Spanish and Portuguese speaking countries and its satellite fleet is used by important direct-to-home television (DTH) and high-definition television (HDTV) digital platforms. HISPASAT also provides satellite broadband and connectivity services, which include broadband access, mobility and the backhaul networks, in addition to other added value solutions for governments, companies and telecommunication operators in America, Europe and North Africa. HISPASAT is one of the world's largest companies in its sector in terms of revenue, and the main communications bridge between Europe and the Americas.

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**About the ATRESMEDIA Foundation**

Since 2005, the ATRESMEDIA Foundation has worked on behalf of children and young teenagers, concerned about their rights and promoting values and principles. The Foundation also dedicates special attention to hospitalised children through its Humanising Children's Hospitals Programme. Its goal is to make paediatric hospitals a more pleasant space for children, by developing actions dedicated both to educate as well as to entertain the children and to raise awareness among all the actors involved in paediatric hospitalisation. Since 2005, it has broadcast FAN3, the first television channel specifically designed for hospitalised children. The Foundation presently works with more than 200 paediatric centres across Spain and has started up the Humanisation of Children's Hospital Index (IHHI), an innovative tool capable of measuring these levels in hospitals.

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